

**ASSESSMENT OF COMMUNICATION STRENGTHS OF INDIVIDUALS FROM
ELECTRONIC MESSAGES**

Abstract of the Disclosure

- 5 An apparatus, program product, and method analyze electronic messages directed between individuals to quantitatively assess the relative communication capabilities of such individuals. A quantitative value referred to as “communication strength” is determined for one or more individuals from a plurality of individuals based upon analysis of the electronic messaging activities of such individual(s), and is subsequently
- 10 used to select an individual from among the plurality of individuals, e.g., for the purpose of selecting a target for a viral marketing encounter, a market research project, etc. The communication strength of an individual is determined by modeling a plurality of conversations identified through analysis of a plurality of electronic messages generated by the plurality of individuals, where each conversation is associated with a talker and a
- 15 listener from the plurality of individuals, and is useful in determining a level of messaging activity between the talker and listener associated with such conversation.